

Press release April 18, 2011

Copenhagen reaffirms its status as culinary 'hot spot' Copenhagen restaurant noma once again voted World's Best Restaurant

Once again Copenhagen restaurant noma manifested Copenhagen's position as culinary frontrunner and 'hot-spot' food destination when named number one on the San Pellegrino's World's 50 Best Restaurants list. And for the second consecutive year, that is.

The award is widely considered the highest accolade in the culinary world, and noma's second win draws focus on the current success surrounding New Nordic Cuisine and Copenhagen's emersion as a world-class food destination. www.theworlds50best.com

Nordisk Mad on the Culinary World Map

Noma is abbreviation of the two Danish words **no**rdisk (Nordic) and **ma**d (food). The two-star Michelin restaurant, run by chef René Redzepi, opened in 2004 and is located in an old warehouse on the waterfront of the Christianshavn area of central Copenhagen. www.noma.dk

The concept behind noma and the New Nordic Cuisine movement has been to create an indigenous food culture specific to the North Atlantic region by using new, undiscovered regional produce in an innovative and sustainable way. Noma's success and today's achievement bear witness to the fact that Denmark offers world-class cuisine.

Watch a video from noma with Rene Redzepi http://video.denmark.dk/Default.aspx?nid=6&vid=39

Copenhagen's Other Culinary Stars

Across the city, restaurant chefs are adapting time-honored Danish dishes to innovative preparations, using local, seasonal ingredients and incorporating the influence of international cuisines. Now, more than ever, the city's culinary scene is shining.

Ten Copenhagen restaurants made Michelin's list of the world's outstanding restaurants in 2011, earning a total of eleven Michelin stars, the highest number for any Scandinavia. Noma leads the pack as Copenhagen's only two-star Michelin restaurant.

The newly reopened Geranium restaurant received a Michelin rising-star. Behind the organic restaurant stands head-chef Rasmus Kofoed, who recently won a Gold Medal at the Bocuse d'Or, the World Championship for chefs.

http://www.bocusedor.com/2011/index.php/en/Concours/Accueil.html

A wide spectrum of food offerings

From fine dining at Michelin starred restaurants to traditional Danish open faced sandwiches and value-for-money tastings at small restaurants in new neighborhoods like the Copenhagen Meatpacking District, the city offers a grand variety of excellent food experiences.

This year, an impressive 12 restaurants are classified as Bib Gourmand, "offering good quality cuisine at reasonable prices." Among them are newly opened restaurant Relæ with chef







Christian Puglisi in Jægersborggade, a new and cutting-edge food hub in the Nørrebro district of Copenhagen.

For an extensive list, see http://www.visitdenmark.com/uk/en-gb/menu/turist/inspiration/nydlivet/gastronomi/michelin-restaurants.htm

Gourmet food to the People

A great way to experience Copenhagen's food scene is to visit the city during the Copenhagen Cooking Festival, August 19-28. Now in its sixth year, this Nordic Food Festival is fast becoming a fixture on every food lover's calendar with lots of special events and tastings. www.copenhagencooking.dk

This year, a new food initiative begins, the so-called 'Mad Foodcamp' ('mad' meaning food in Danish, but with reference to the English 'mad' as in 'crazy'). The festival will take place August 27-28 at the Refshaleø, a 5-acre peninsula in the Copenhagen harbor. Behind the initiative are the founding fathers of the New Nordic Cuisine movement, Rene Redzepi (noma head-chef) and Claus Meyer (high-profile gastro entrepreneur and co-owner of noma), who are inspired by the famed rock festival, Roskilde Festival. The idea is to create a 'grass root movement' where people spend a couple of days cultivating their love for food. http://madfoodcamp.dk/

Copenhagen can be reached directly from Chicago, New York and Washington, D.C. with Scandinavian Airlines, SAS, www.flysas.com/us.

Comprehensive visitor travel information is available at www.visitdenmark.com/usa and www.visitdenmark.com/usa and www.visitdenmark.com/usa and

For more information on New Nordic Cuisine www.visitdenmark.com/usa/en-us/menu/turist/inspiration/nydlivet/gastronomi/new-nordic
Sign up for our press newsletter here http://www.visitdenmark.com/usa/en-us/menu/presse/nyheder/newsletter/press-newsletter-signup.htm

For more information, please contact

Christina Heinze Johansson Manager Press & PR VisitDenmark 212-885-9724 chj@visitdenmark.com



Christina Heinze Johansson

From:

VisitDenmark [pleasedonotreply@visitdenmark.com]

Sent:

23. juni 2011 14:04

To: Subject: Christina Heinze Johansson

Clean and Green Copenhagen - News from VisitDenmark

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Clean and Green Copenhagen

Welcome to VisitDenmark's Press and Media Newsletter. Here you can read more about what's new in Denmark.

Copenhagen Airport Among the World's Best



In a recent **Skytrax online survey**, Copenhagen Airport was voted 10th best in the world and best in Northern Europe. Its friendly staff, comfort and overall ambience charmed the more than 11 million travelers who cast votes in the survey. Recent improvements have brought more varied shopping to the airport, including the world's first H&M department store airport location (opened in May) and the first DAY airport store from Danish lifestyle brand Birger et Mikkelsen (opened in June). The airport even has its own iPhone app. Copenhagen Airport (CPH) is located just five miles from the city center; trains to and from Copenhagen Central station depart every 10 minutes. **Scandinavian Airlines** (SAS) provides nonstop service to Copenhagen from New York/Newark, Chicago, and Washington, D.C.

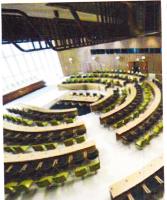
Photo: Copenhagen Media Center



"Think Human" at Copenhagen Design Week 2011

If you're going to design a chair, make it comfortable. If you're going to plan a city, make it liveable. People-the way they live, move and behave-have always been the motivating force behind Danish design. That's why the theme for **Copenhagen Design Week 2011** (September 1-6) is "Think Human." Events throughout the week will focus on the way Danish designers and architects from Arne Jacobsen, Verner Panton and Jørn Utzon to the visionaries of today have shaped daily life in Denmark and around the world. Kvæsthusmolen, the new Royal Danish Playhouse on the harbor, will be the primary site for Design Week activities.

Photo: Denmark Media Center



Danish Redesign at the United Nations

Danish industrial designers **Kasper Salto and Thomas Sigsgaard** recently won the **Danish competition** to redesign the furnishings of the Trusteeship Council Chamber in the United Nations Building in New York City. Originally created by iconic Danish designer Finn Juhl in 1952, the chamber will be modernized as part of the current overhaul of the entire U.N. complex. Salto and Sigsgaard's design retains the spirit of the Finn Juhl original while updating the furnishings for contemporary use. In Denmark and located just outside Copenhagen at the site of the **Ordupgaard** art museum, it is possible for visitors to come see the house of Finn Juhl which he designed in 1942.

Photo: 3D Connection



Copenhagen is a Role Model for the World

An April 2011 Ernst & Young survey of politicians and officials from 37 major world cities points to Copenhagen as a role model for sustainability and commends the Danish capital's success in integrating development with concern for the environment. Most importantly, the civic leaders admire Copenhagen's ability to engage its citizens and gain their support for long-term, citywide environmental programs such as district heating, a vital part of Copenhagen's goal to become CO2 neutral by 2025. Read the Ernst & Young report

Photo: Copenhagen Media Center



Drive Green in Copenhagen

Electric cars are all the buzz in Copenhagen, and car rental company Sixt now makes them available to visitors who want to hit the road emission-free. But that's not the only thing that's free to folks who rent electric cars from Sixt! The deal also includes free parking at municipal lots throughout Copenhagen.

Read about electric vehicles in Copenhagen

Photo: Copenhagen Media Center



Sweet Music in Tivoli Gardens

Tivoli Concert Hall at Tivoli Gardens in Copenhagen hosts Scandinavia's biggest classical music festival this summer. Through September 8, **Tivoli Festival** presents the world's most beautiful music performed by the world's finest musicians, from renowned soprano Renée Fleming to rising international stars.

Photo: Tivoli



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27. april 2011 14:27 Sent:

Christina Heinze Johansson To:

The Art of Good Living - News from VisitDenmark Subject:

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The Art of Good Living

Welcome to VisitDenmark's Press and Media Newsletter. Here you can read more about what's new in Denmark.



Once Again World's Best

The awards keep coming for Copenhagen's famed noma restaurant. Chef Rene Redzepi's temple to Nordic cuisine retained its two Michelin star rating for 2011 and on April 18 it was voted the World's Best Restaurant for the second year in a row on the S. Pellegrino list of the World's 50 Best Restaurants. All told, Copenhagen restaurants earned 11 Michelin stars in 2011. Along with noma, the list also includes AOC, The Paul and Formel B. For excellent meals that also offer excellent value, there are 12 Copenhagen restaurants on the Michelin Bib Gourmand list. Among them is Relæ, the newly opened restaurant in the Nørrebro area.

Photo: Copenhagen Media Center



Mad for Food

Mad is the Danish word for food, and Danish food is what the new Mad Foodcamp festival is all about. Created by celebrated chefs Rene Redzepi and Claus Meyer, co-founders of world-renowned Noma restaurant and champions of New Nordic Cuisine, Mad Foodcamp will take place August 27-28 during the Copenhagen Cooking festival on Refshaleø island in Copenhagen harbor. It will feature outdoor kitchens staffed by local chefs where diners can bond over flavorful dishes made from locally farmed organic ingredients from sweet, wild summer berries to the seafood that comes from icy Nordic waters.

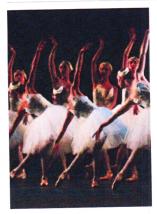
Photo: Wonderful Copenhagen



"Live Life" at Hotel Twentyseven

Hotel Twentyseven in Copenhagen invites guests to live life Danishstyle with its custom "Live Life" packages. The Design Connoisseur package (DKK 2,065 for two) includes one night in a spacious executive-class room designed by the Scandinavian firm R.O.O.M., a bathrobe and slippers, breakfast, and a light dinner buffet plus a glass of wine in the hotel's Wine Room. The World of Ice package (DKK 1,900 for two) includes one night in a standard double room, breakfast and a light dinner buffet plus free entrance and a drink in the dazzling ICEBAR COPENHAGEN where everything - even the cocktail glasses - is made from pure ice harvested from the Torne River in Swedish Lapland.

Photo: Hotel Twentyseven



The Royal Danish Ballet U.S. Tour 2011

This spring, the Royal Danish Ballet embarks on its biggest U.S. tour since the 1950s. The four-week, four-city tour includes performances at the Segerstrom Center for the Arts in Costa Mesa, California (May 24-29); Cal Performances at University of California, Berkeley (May 31-June 4); the John F. Kennedy Center for the Performing Arts in Washington, D.C. (June 7-12); and the David H. Koch Theater at Lincoln Center for the Performing Arts in New York City (June 14-19). The program includes classical ballets choreographed by August Bournonville and contemporary ballets by Danish choreographers Flemming Flindt and John Kobborg. Photo: Denmark Media Center



Danish Architecture Rides High

Danish architects continue to "build" on their international reputation with attention-getting projects that are set to change the Copenhagen skyline. Most notable is the **combined heat and power plant** to be redesigned by **BIG - Bjarke Ingels Group** in the Amager district. The ultra-efficient plant features a dramatically sloped roof that doubles as a year-round ski slope! From June 1 to October 2, the exhibition "Living" at the Louisiana Museum of Modern Art in Humlebæk north of Copenhagen focuses on Danish residential architecture and what the "good life" looks like today.

Photo: BIG



Faces of Scandinavia share their favorite Nordic travel spots

On **facesofscandinavia.com** well-known Scandinavians like noma chef **Rene Redzepi**, upcoming band **Giana Factory** and Danish architect **Bjarke Ingels** share their favorite Copenhagen spots with users who can even become Faces of Scandinavia themselves by sharing their own travel stories on the site. Together the celebs and non-celebs provide great and personal inspiration for travelers considering a visit to Scandinavia. Besides the nice prizes - a trip to Scandinavia or iPad2's - the site is a great hub of inspiration for your next Scandinavia trip. Photo: Thomas Loof



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Subject: All in Good Taste - News from VisitDenmark

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All in Good Taste

Welcome to VisitDenmark's Press and Media Newsletter. Here you can read more about what's new in Denmark.

Chef Rasmus Kofoed Takes Home the Prize as World's Best



At the **2011 Bocuse D'Or** culinary competition, widely considered the world championship for gourmet chefs, Danish chef Rasmus Kofoed took home the golden trophy and a EUR 20,000 prize. Kofoed's substantial culinary talents are no secret to Danes however; they're on display every night at **Geranium**, his signature restaurant in Copenhagen's Fælledparken. Kofoed led a Scandinavian sweep of this year's competition, in which Sweden's Tommy Myllymäki took the silver and Norway's Gunnar Hvarnes the bronze. The annual Bocuse D'Or competition will mark its 25th year in 2012.

Photo: Bocuse D'Or 2011 © Le Fotographe

Bella Sky Comwell Hotel Does New Nordic Cool



The Bella Sky Comwell Hotel , opening in May, is destined to delight travelers. Designed by Danish architects 3XN, with interiors by 3XN and Sweden's Thomas Eriksson Arkitekter, the hotel's extraordinary curved silhouette defines its "New Nordic Cool" style. Situated beside Copenhagen's Bella Center convention hall, the 814-room hotel is just ten minutes by Metro from the city center. It has a spa, three restaurants, a 23rd floor "sky bar", 30 meeting rooms and - this being green Denmark - hook-ups for recharging your electric car in the parking area.

Photo: Bella Sky Comwell Hotel Copenhagen

NSD/CES/REGISTRATION



The Secrets of Copenhagen in your Pocket

With the free **Copenhagen Open app** from Wonderful Copenhagen, everything you need to know for touring the town is as close as your iPhone or Android. The app features the great information about the top sites, museums, palaces and the like that you'd expect. It also includes excellent suggestions for best-kept-secret restaurants, bars, clubs and shops in the city's laid-back residential neighborhoods, where you might feel conspicuous pulling out a guidebook, but searching for info on your phone just makes you look like you belong.

Photo: Wonderful Copenhagen



Olafur Eliasson is On Display

Danish-Icelandic artist Olafur Eliasson grabbed international attention with his New York City "Waterfalls" installation in 2008. This year, visitors to Denmark have two chances to experience his work in its natural habitat. At the **ARKEN Museum of Modern Art** in Ishøj near Copenhagen, "Your Blind Passenger" takes vision out of the sensory equation, forcing viewers to perceive the world through other senses. At the other end of the spectrum, "Your Rainbow Panorama," a rooftop installation that will open in early summer at the **AROS Aarhus Kunstmuseum**, pops the senses wide open on an almost 500 feet long rainbow-hued walk about 160 feet above the city.

Photo: ARoS/Ole Hein Pedersen



Solvang Celebrates 100 Years

In 1911, Danish immigrants staked their claim in **Solvang**, California, the town now affectionately known as the "Danish Capital of America." Just 125 miles north of Los Angeles, Solvang still provides an authentic taste of Denmark in its restaurants and shops, and especially in its bakeries. As Solvang celebrates its 100th birthday this year, look for events that proudly wave the red and white (the colors of the Danish flag) including the annual **Taste of Solvang** food and wine festival, March 18-20 2011.

Photo: Courtesy Solvang Conference & Visitors Bureau



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Cooking up new ideas at IMEX 2011, Frankfurt

With IMEX in Frankfurt just around the corner, a number of our exhibitors are waiting to help you cook up new ideas.

Read more about the Danish stand F265



Visit the Scandinavian Pavillion @ AIBTM in Baltimor e

Being a unique platform to communicate with the North American Meetings Industry, VisitDenmark is looking forward to participating at the AIBTM in Baltimore this June.

Read more about Denmark participating at AIBTM



S.Pellegrino list 2011: Copenhagen's noma does it again!

For the 2nd consecutive year, restaurant noma in Copenhagen is "No.1 Best Restaurant in the World" on the S. Pellegrino World's 50 Best Restaurants list.

Read more about noma in Copenhagen



Burn the calories off with Running-Copenhagen!

Once you've eaten your way through the seemingly endless number of Michelin-starred and Bib Gourmand restaurants in Copenhagen, it's time to hit the road with newcomer Lena Andersson and crew.

Read more about Running-Copenhagen

NSD/CES/REGIS



Special offers

We've been busy cooking up new ideas for your next conference or incentive programme. Using local ingredients and plenty of spice, the Danish meetings industry has some really tasty offerings.

Check out our special offers

Feel free to be open minded about where you hold your next business event. Feel free to be inspired by Copenhagen's creative and innovative approach. Feel free to make the most from your meetings.

Feel free to contact us: Christina Andersen, tel. +1 212 885 9772 can@visitdenmark.com





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See you at the Scandinavian Pavillion @ AIBTM in Baltimore

VisitDenmark is excited to be part of AIBTM on June 21st-23rd in Baltimore. You can find us at the Scandinavian Pavillion Stand 441 along with VisitIceland, VisitFinland, VisitSweden and Innovation Norway, and we cannot wait to show you everything that Scandinavia and especially Copenhagen has to offer.

We are also thrilled to have a nordic presence at the first large scale exhibition to bring together the world's entire meetings and events industry in one US location, and hope you will take the time to visit us and learn more about:

- How Copenhagen has the #1 restaurant in the world, as well as several other Michelin-quide eateries
- How Copenhagen venues have the tools to make your conferences more green & sustainable, and also now features the #1 greenest hotel in the world
- How we will make your meetings more fun and educational by using Meetovation
- How Copenhagen features some of the coolest architecture and design you will find anywhere in this world.

See you in Baltimore this month!

Read more about Denmark's participation at AIBTM

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Cooking Up New Ideas in Denmark

Spring meetings already done? Tick. Summer events already arranged? Tick. But what about later this year, when everyone returns from the "big break" and companies etc. need to gather for important meetings, conferences and other business events, and professional meetings planners, once more, need to come up with that perfect place to go?

In Denmark, we have the place, space and ideas. We are cooking up new ideas all the time - and that's how we like it.

Award-winning restaurant noma has just proven it once more; this destination has excellent ingredients and innovative recipes for staging successful and inspiring meetings - our love of food is only one aspect of it - and we like to share these ideas with the world too!

Sincerely, VisitDenmark - Business Tourism



S.Pellegrino list 2011: Copenhagen's noma does it again!

They did it again. noma. For the 2nd consecutive year, restaurant noma in Copenhagen is "No.1 Best Restaurant in the World" on the S. Pellegrino World's 50 Best Restaurants list.

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Read more about Running-Copenhagen



Cooking Up New Ideas at IMEX 2011, Frankfurt

With IMEX in Frankfurt just around the corner, what better place to Cook up New Ideas than at the melting pot of the Meetings Industry itself?

Read more about the Danish stand @ IMEX in Frankfurt



C U @ the Scandinavian Pavillion @ AIBTM in Baltimore

Being a unique platform to communicate with the North American Meetings Industry, VisitDenmark is looking forward to participating at the AIBTM in Baltimore this June.

Read more about Denmark participating at AIBTM



Remember, remember, these dates in September:

More Meetings to the Mainland! "Brains n' bricks in Billund", 1-2 September 2011 AND Your Place or mine? Let's make it ours: Copenhagen, 21st-22nd September 2011.

Read more about Event Fam-trips to Denmark

Feel free to be open minded about where you hold your next business event. Feel free to be inspired by Copenhagen's creative and innovative approach. Feel free to make the most from your meetings.

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Honors fall on Copenhagen, Bella Sky opens in Copenhagen, Earn 500 USD



The spring 2011 issue of "Dream World Cruises Destinations" magazine unveiled the awards for 2010, recognizing Copenhagen as the Best Destination Experience (independent category). Among the highest scoring attributes were the variety of things to do; the friendliness of residents (99 percent), and on overall scores of passenger satisfaction, 94 percent felt that their visit met, or exceeded, expectations. For more on Cruise Copenhagen, see www.cruisecopenhagen.com



World's Best Chefs are in Copenhagen

At the 2011 **Bocuse D'or** culinary competition, widely considered the world championship for gourmet chefs, Danish chef Rasmus Kofoed took home the top prize. Kofoed's substantial culinary talents are no secret to Danes; they're on display every night at **Geranium**, his signature restaurant in Copenhagen. Restaurant **Noma**, voted World's Best by the **S. Pellegrino World's 50 Best Restaurants** in 2010, took the same honor in 2011. World's Best Restaurant and World's Best Chef, Copenhagen is THE destination



Bella Sky Comwell Hotel Opens "New Nordic Cool" style

Opened this May, the **Bella Sky Comwell Hotel** is destined to delight your clients. The hotel's extraordinary curved silhouette defines its "New Nordic Cool" style. Situated beside Copenhagen's Bella Center, the 814-room hotel is just ten minutes by Metro from the city center. Featuring a women's-only floor, spa, three restaurants, a 23rd floor "sky bar", 30 meeting rooms and - this being Denmark after all - hook-ups for recharging your rental electric car in the parking area.



Icelandair starts route from Washington, D.C.

You can now book your clients to Denmark on Icelandair's new seasonal route from Washington Dulles International Airport. Icelandair services Copenhagen and Billund airports in Denmark, and offers service from Boston, New York- JFK, Seattle and seasonal service from Minneapolis - St. Paul and Orlando in the U.S. as well as seasonal service from Sanford, Halifax and Toronto. For more information please visit www.icelandair.us.



Become a Scandinavian Specialist and opt into win \$500

Become a Scandinavian Specialist this spring - the benefits go beyond learning. Graduates of the Scandinavian Specialist program get a chance to win a \$500 prize through May 2011. So, take the course, graduate and you might be one of the lucky winners. To enter and for official rules see www.tauniv.com



DENMARK

App Store

Denmark 2011 - in print, online and now as Ipad app!

Be inspired by the best of Denmark. Discover the New Nordic Kitchen, the Copenhagen bike culture in a city designed for people and read about Denmark's most Northern point: the picturesque village of Skagen. Order a hard copy of the new Denmark Magazine, create a specialized magazine for you're clients online or download the Ipad on Itunes app store.

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Dear Planner,

This time Meetings Industry News from Denmark focuses on how to create inspiring meetings and achieve the best Return on Meetings Investments - in Denmark, of course.

Find out more about the experiential learning lab for professional meeting planners M.I.N.D. - Meetings & Incentive Networking in Denmark - taking place in Copenhagen on 16-17th June, and read more about one of the venues involved in the unusual event; the Bella Sky Comwell hotel opening in May 2011.

As always, you are welcome to contact us if you would like to receive further information on any of the items below.

Sincerely, VisitDenmark - Business Tourism



M.I.N.D. 2011: Let us Edu-tain you..! 16-17 June 2011

As a professional meeting planner, you always have to be forward thinking and far sighted. If you are looking to get more effective results and return on investment from your business events and meetings, Wonderful Copenhagen and VisitDenmark can give you the vision to create more impactful and inspiring meetings.

Read more about M.I.N.D. 2011 and register your interest



Bella Sky Comwell to open in May

Scandinavia's largest 4-star hotel with 814 rooms opens on 16th May 2011 at the side of the region's largest convention centre Bella Center A/S. The hotel is run by experienced hotel chain Comwell and hence, the name of the spectacular skyscraper overlooking Copenhagen is "Bella Sky Comwell".

Read more about Bella Sky Comwell



Bella Logistics Services Launched

Bella Center A/S is expanding its business with a new initative; "Bella Logistic Services". The service involves being able to handle all the logistic tasks when you choose Copenhagen and the Bella Center.

Read more about Bella Logistics Services



Can't make our M.I.N.D. event but still want to visit Denmark in 2011?

We run a number of fam-events and workshops in Denmark during 2011. Contact our MICE professional Christina Andersen if you are interested in participating.

Contact Christina Andersen

Feel free to be open minded about where you hold your next business event. Feel free to be inspired by Copenhagen's creative and innovative approach. Feel free to make the most from your meetings.

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Denmark from A to Z

The new Denmark Agent's Manual is out! Brimming with information and all that is new in Denmark. Learn about the different and unique regions in Denmark, Danish Heritage, Cruise, bicycling in Denmark and more much. Discover Denmark all by yourself..

See your new Agent Manual online



"Live Life" at Hotel Twentyseven

Hotel Twentyseven invites guests to live life Danish-style with its custom "Live Life" packages. "The Design Connoisseur" package (DKK 2,065 for two) includes one night in a spacious executive-class room designed by the Scandinavian firm R.O.O.M., a bathrobe and slippers, breakfast, and a light dinner buffet plus a glass of wine in the hotel's Wine Room. "The World of Ice" package (DKK 1,900 for two) includes one night in a standard double room, breakfast and a light dinner buffet plus free entrance and a drink in the dazzling ICEBAR COPENHAGEN where everything - even the cocktail glasses - is made from pure ice harvested from the Torne River in Swedish Lapland.

Photo: Hotel Twentyseven



Put Copenhagen in your client's pockets

With the free Copenhagen Open App from Wonderful Copenhagen, everything your client needs to know is as close as their Iphone or Android. The app features information about top sites, museums, palaces, and offers suggestions for best-kept-secret restaurants, bars, clubs and shops in the city's neighborhoods. It's all there!

Click to download or get link to send to your client

Photo: Wonderful Copenhagen



Frederiksborg Castle

Make sure that you that your client's pay a visit to this 17th century renaissance castle - the largest in Scandinavia and is also home to the Museum of National History and a magnificent beautiful Baroque garden. But there is more to **Frederiksborg Castle** than century-old history: Until July 31, the museum hosts the contemporary portrait exhibition Brewer Jacobsen's Portrait Prize showcasing 129 works by contemporary portrait artists.

Photo: Frederiksberg Castle



Ibsens Hotel is brand new!

The boutique hotel Ibsens re-opened its doors after a major renovation. If you clients are looking for a hotel with atmosphere, soul and an artistic flavor; Ibsens is it. Book a Jazz Stay for you client at one of **Brøchners charming hotels** or a luxury spa stay at the Hotel Kong Arthur. Let the imagination guide your clients.

Photo: Ibsens Hotel/Stine Heilmann



Copenhagen Airport Among the World's Best

In a recent Skytrax online survey , Copenhagen Airport was voted 10th best in the world and best in Northern Europe. Its friendly staff, comfort and overall ambience charmed the more than 11 million travelers who cast votes. Recent improvements have brought more varied shopping to the airport, including the world's first H&M department store airport location and the first DAY airport store from Danish lifestyle brand Birger et Mikkelsen. The airport even has its own iPhone app. Copenhagen Airport (CPH) is located just five miles from the city center; trains to and from Copenhagen Central station depart every 10 minutes.

Scandinavian Airlines (SAS) provides nonstop service to Copenhagen from New York/Newark, Chicago, and Washington, D.C.



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Photo: Tivoli



Experience Denmark in the U.S.

Want give you clients a little taste of Denmark before the go? A visit to Solvang , California offers just that. In 1911, Danish immigrants staked their claim in California, and the town Solvang is affectionately known as the "Danish Capital of America." Just 125 miles north of Los Angeles, Solvang still provides an authentic taste of Denmark in its restaurants and shops, and especially in its bakeries. As Solvang celebrates its 100th birthday this year, look for events that proudly wave the red and white (the colors of the Danish flag).

Photo: Courtesy Solvang Conference & Visitors Bureau

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